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Re:	23528-030
Application Serial No.:	09/645,292

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Documents:

Pages	Description
1	Transmittal Form
10	Amendment Under rule 37 CFR 1.111 [to non final office action of 01/04/06]

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/645,292
	Filing Date	August 24, 2000
	First Named Inventor	Smith, Linda M.
	Art Unit	3622
	Examiner Name	Janvier, Jean D.
	Attorney Docket Number	23528-030
Total Number of Pages in This Submission		

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
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<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
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Date	March 31, 2006	Reg. No. 45,740

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Signature	<i>Vicki Lorist</i>	
Typed or printed name	Vicki Lorist	Date March 31, 2006

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MAR 31 2006

23528-030
Patent**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Linda M. Smith, *et al.*
Serial No.: 09/645,292
Filed: 08/24/2000
For: TARGETED MARKETING
SYSTEM AND METHOD

Confirmation No.: 3365
Art Unit: 3622
Examiner: Janvier, Jean D.
Attorney Docket No: 23528-030

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AMENDMENT UNDER RULE 37 CFR § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment is submitted under 37 C.F.R. § 1.111 in response to the Office Action mailed January 4, 2006. Please amend the above-identified application and consider the following remarks as follows:

Amendments to the Claims are reflected in the listing of claims and begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.